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- DATE: 04/22/93 SALES INFORMATION SYSTEM TIME: 11:37 -  
- SUBJECT: MOBIL OIL SENDER: W. J. ROTH/2940 -  
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TO: ALL DIVISION/DISTRICT MANAGERS  
SUBJECT: MOBIL OIL CORPORATE STORES  
RE: WINSTON SUMMER PROMOTION, CAMEL PROMOTIONS AND VANTAGE ULT BOX

ON WEDNESDAY, 4-21-93, I PRESENTED THE ABOVE REFERENCED PROMOTIONS TO  
MR. GREGG WHITE, BUYER AT COORPORATE HEADQUARTERS IN MERRIFIELD, VA.

MR. WHITE HAS APPROVED ALL PROMOTIONS AND WILL ADVISE ALL MOBIL DISTRICT PROGRAM COORDINATORS OF THE FOLLOWING BIE PROGRAMS FOR THEIR PARTICIPATION:

WINSTON SUMMER PROGRAM: ALL WINSTON STYLES WILL BE FLAGGED \$4.00 CTNS/40 CENTS PACK DURING JUNE. THE \$4.00 OFF PER CARTON WILL BE REFLECTED OFF INVOICE FROM THE CIGARETTE DISTRIBUTOR.

#### CAMEL BIGIE PROMOTION

VANTAGE ULT CONVERTIBLE BOX (KINGS/100'S): \$5.00 OFF PER CARTON/50 CENTS OFF PER PACK IS OFFERED THROUGH OCTOBER 1, 1993.

PLEASE CONTACT YOUR RESPECTIVE MOBIL DISTRICT PROGRAM COORDINATOR TO SECURE FORCE-OUTS AND TIMING OF RJR PROMOTIONS.

YOUR ASSISTANCE WITH THIS CHAIN IS GREATLY APPRECIATED AND SHOULD YOU HAVE ANY CONCERNS/OPPORTUNITIES, PLEASE DO NOT HESITATE TO CONTACT ME.

IF YOU DO NOT HAVE ANY MOBIL STORES IN YOUR DIVISION, PLEASE DISREGARD.

SINCERELY,

BILL ROTH  
CHAIN ACCOUNTS MANAGER

CC: RSM'S  
AVP'S

\*\*\* END OF MESSAGE \*\*\*

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